

# Michigan's Multi-Use Trail System: A State Treasure

House Outdoor Tourism & Recreation Committee

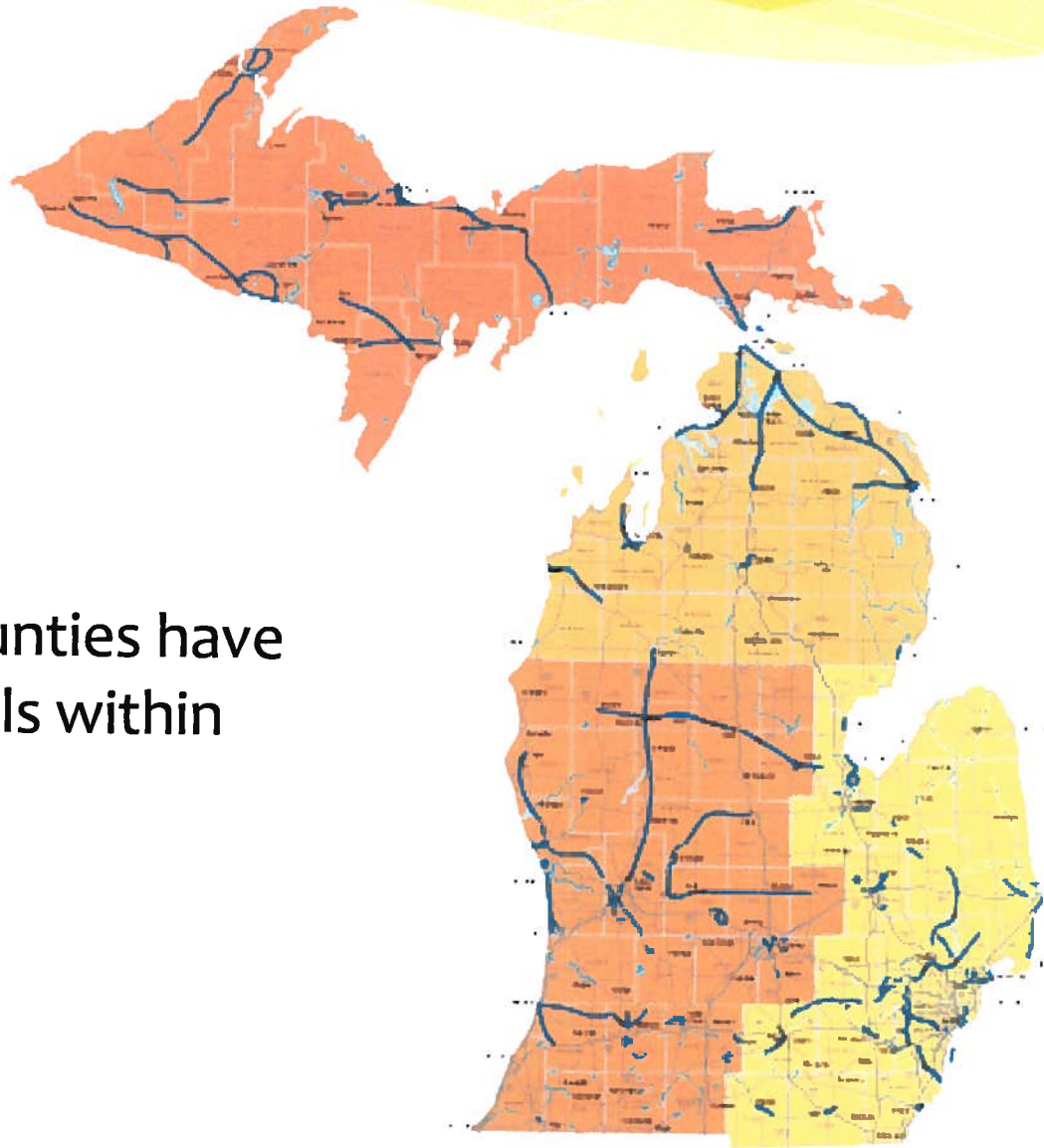
June 3, 2015



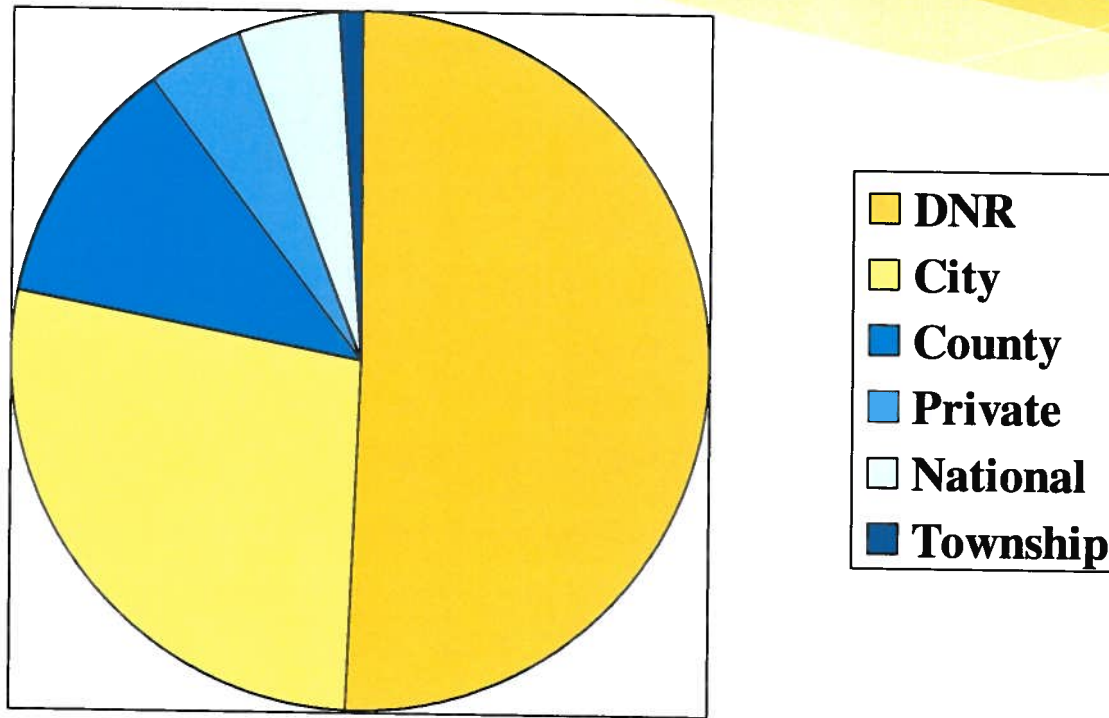
- We're #1 in railtrail miles in the US.

(2,365 miles)

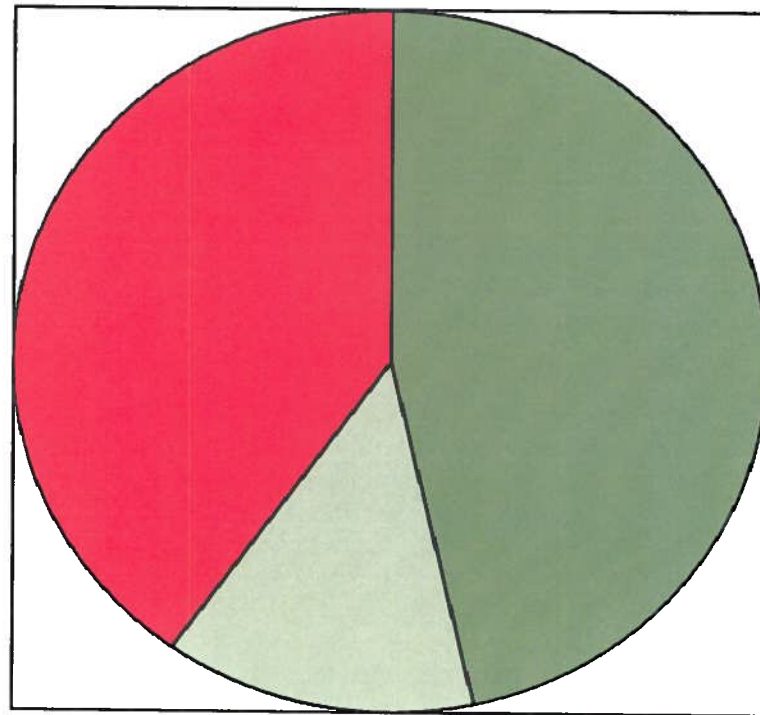
- 2/3 of Michigan counties have or are planning trails within their jurisdictions



# Michigan's Trail Ownership Profile



# Michigan's Trail Surface Profile

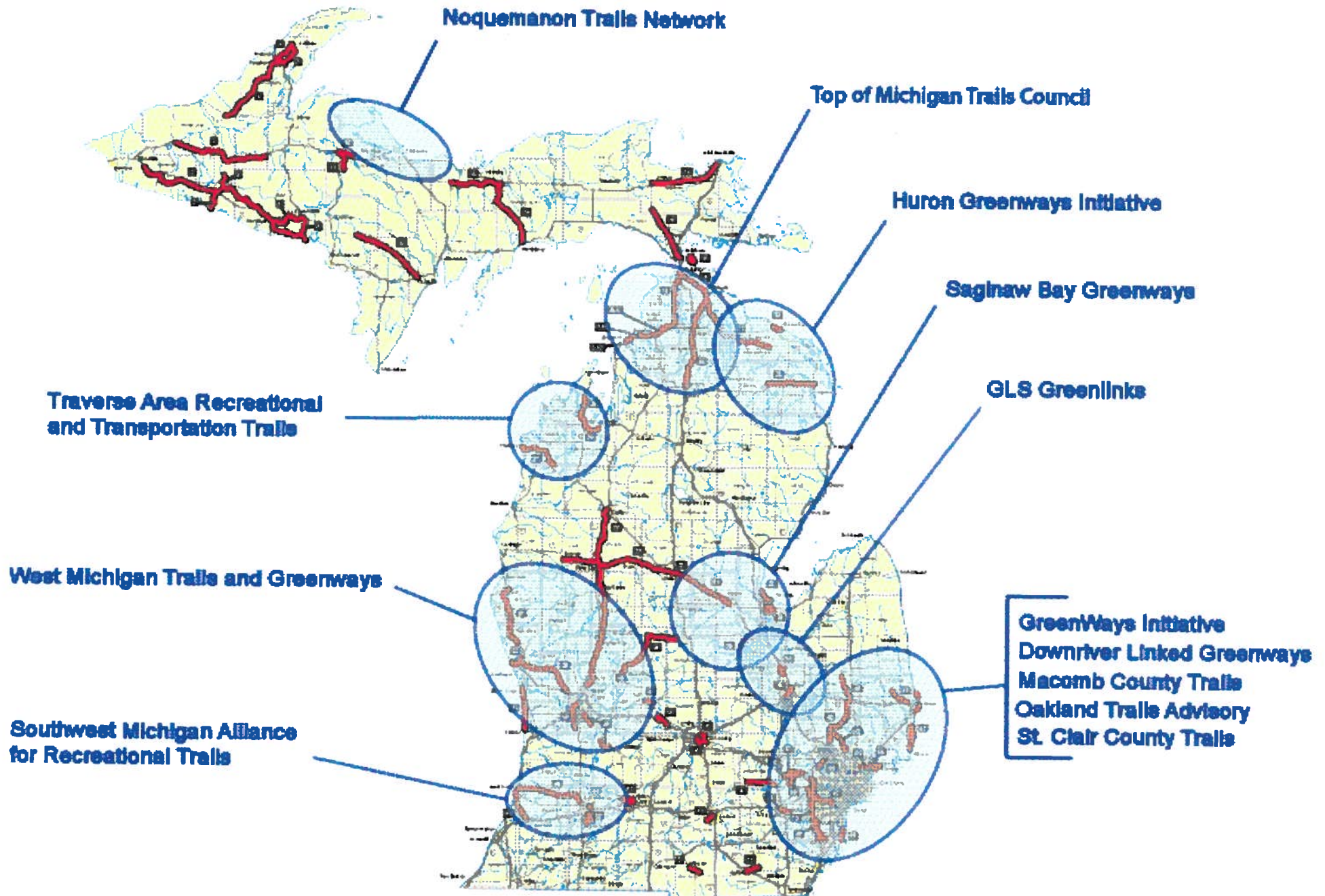


■ **Paved**

■ **Crushed Stone**

■ **Undeveloped**

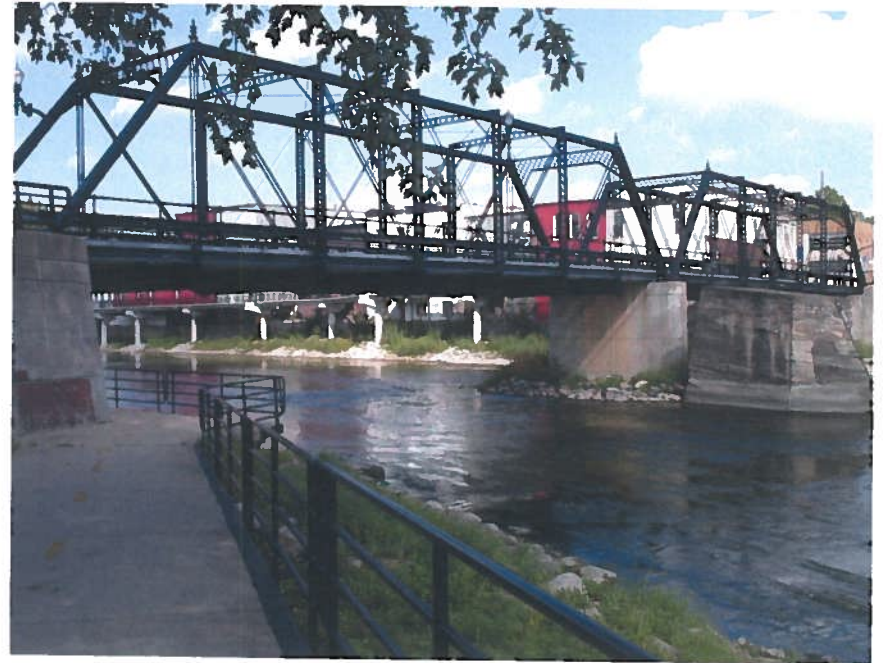
# Regional Trail Initiatives



# A Variety of Spectacular Sights

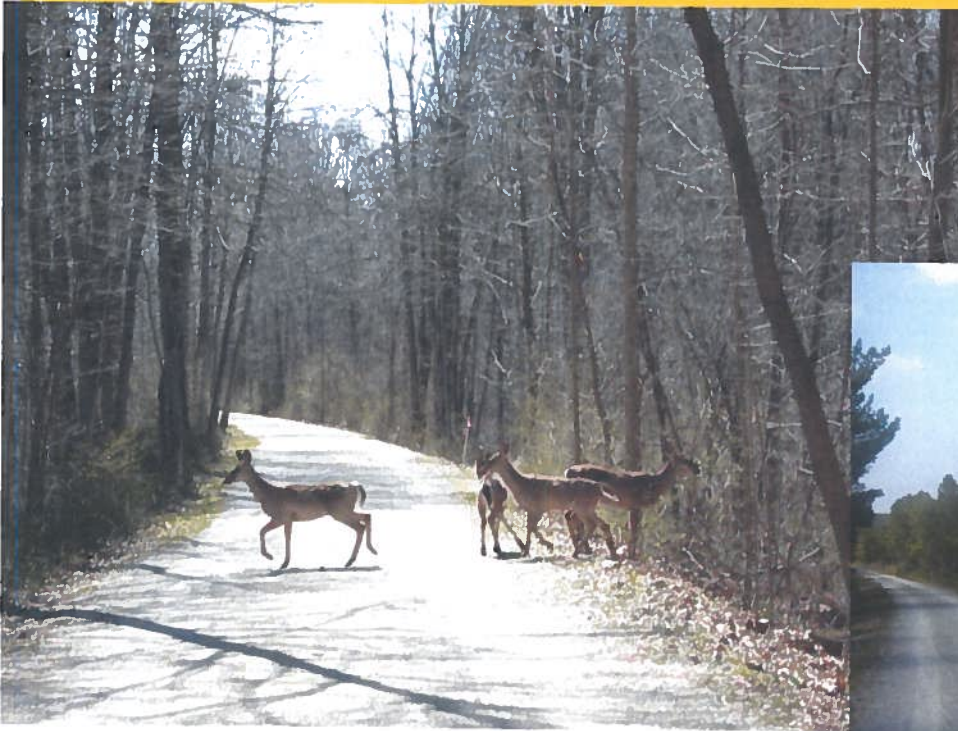


Little Traverse Wheelway



Portland River Trail

# A Variety of Spectacular Sights



Paint Creek Trail



Betsie Valley Trail

# A Variety of Spectacular Sights



Saginaw Valley Rail Trail

Pere Marquette Trail



# In All Seasons

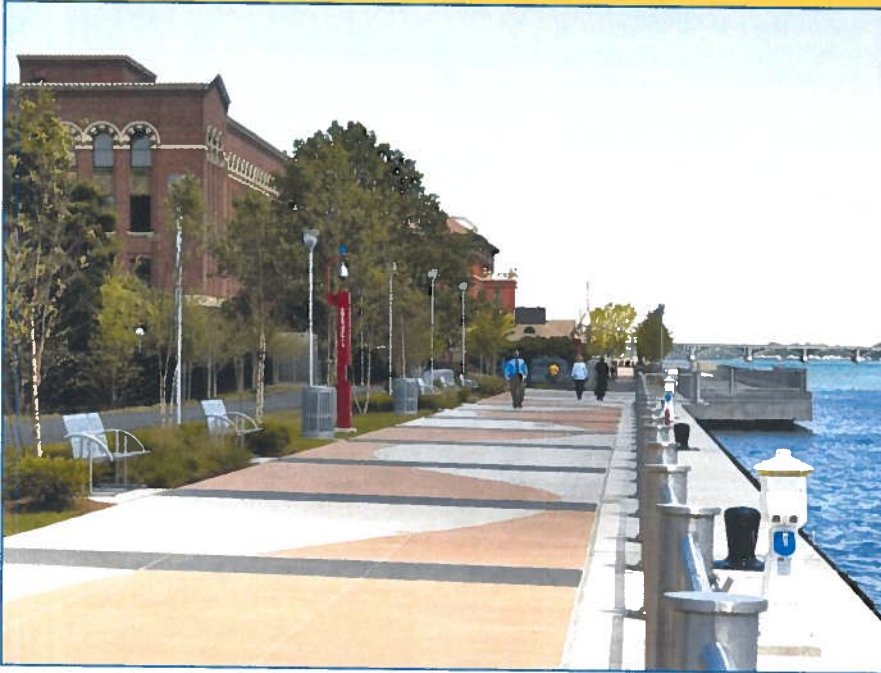


Bill Nichols Trail

Battle Creek Linear Park



# In All Seasons



Detroit Riverwalk

Lansing River Trail



# Longer Distance Trails Have a Greater Impact on Tourism

- \* Longer Trails Excite the Imagination
- \* Longer Trails are Destination Trails
- \* Longer Trails make it well worth the trip from out of state.
- \* Longer Trails encourage staying another day or two to add in a trail day.

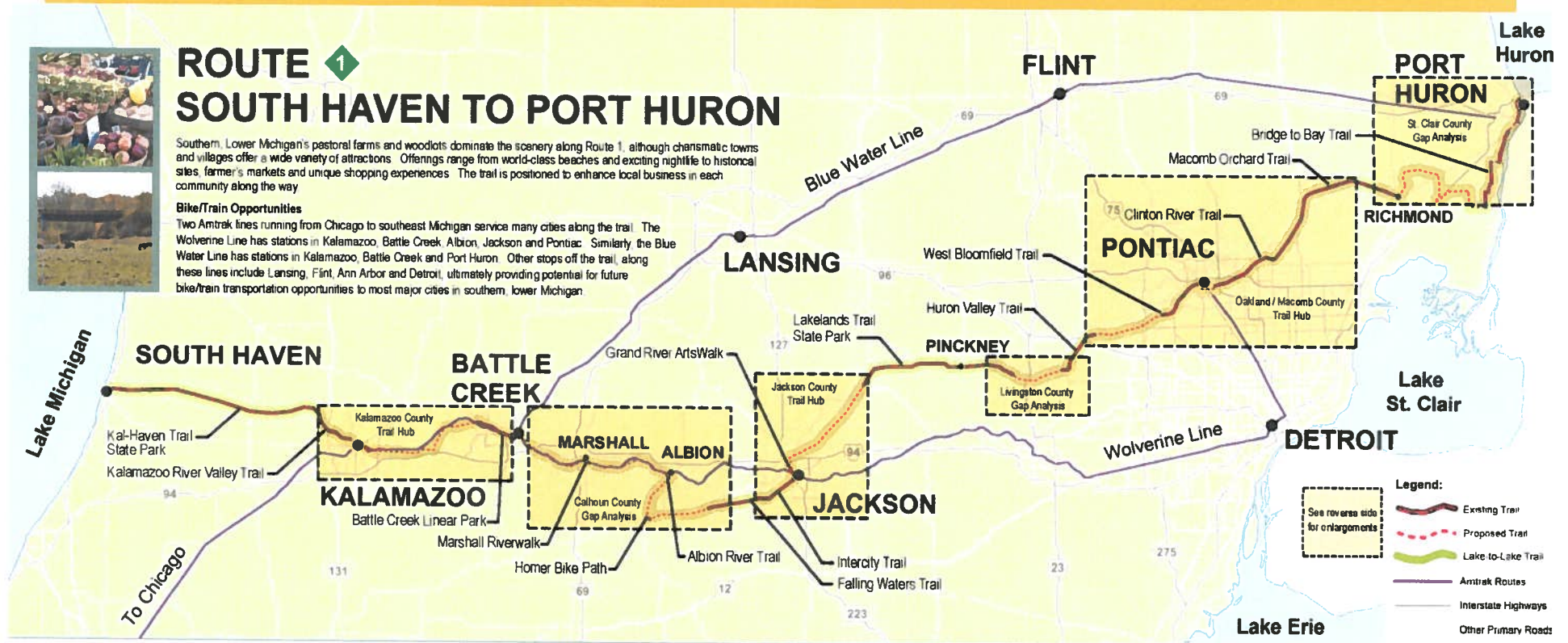
# The Great Lake to Lake Trails

## Route 1 – 250+ miles

\*15 Existing Trails

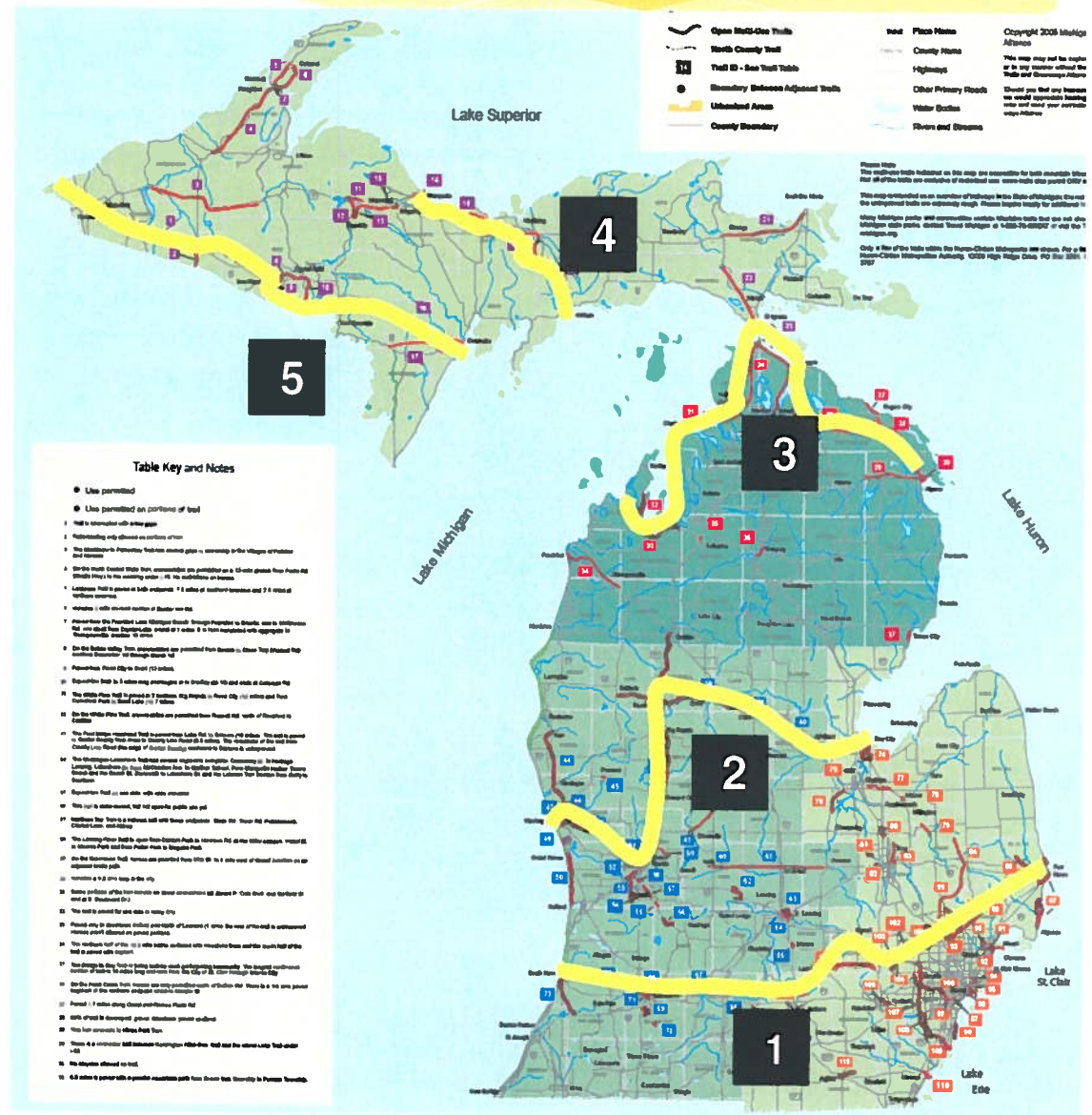
\*Over 50 percent done

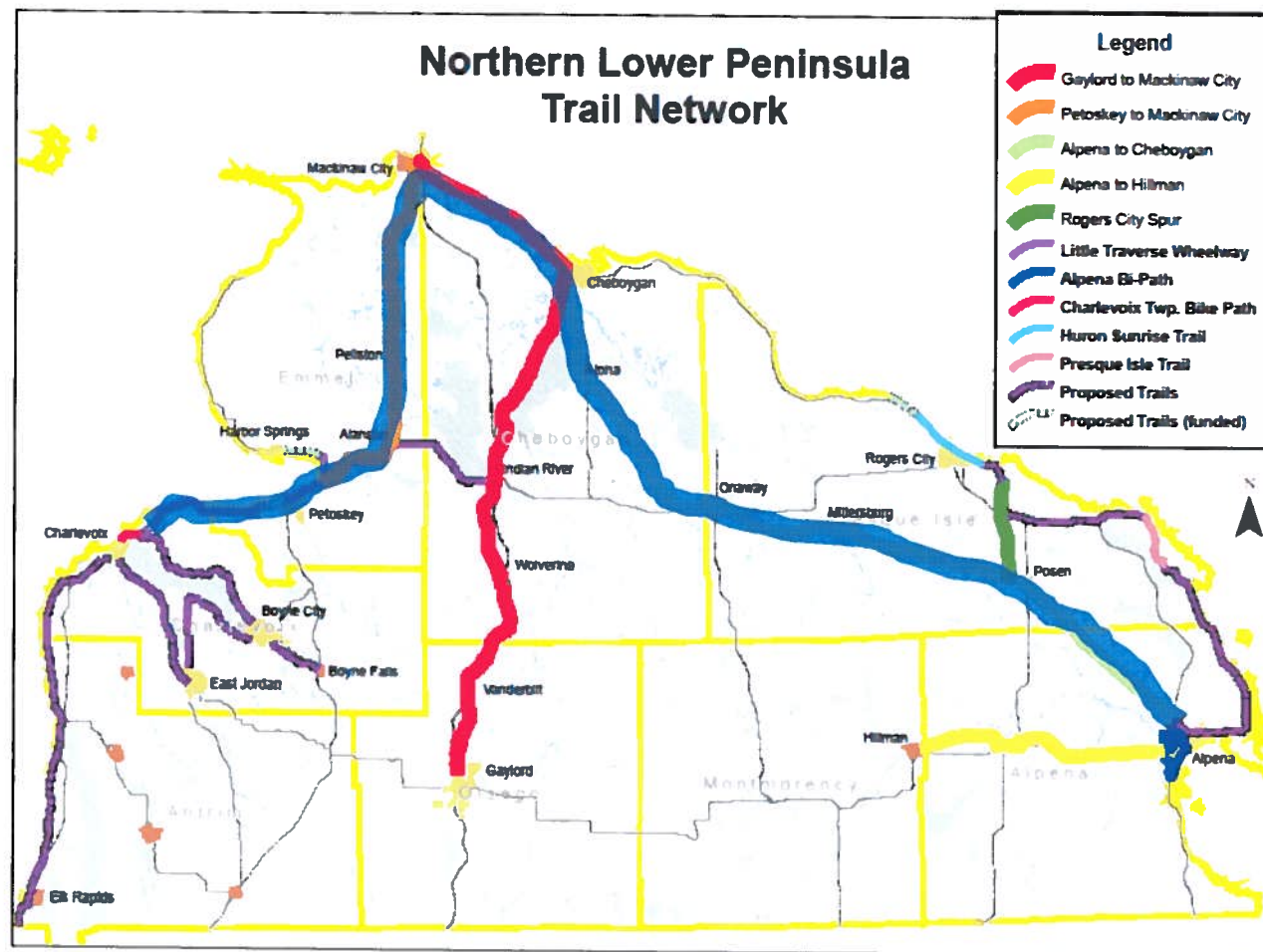
\*100 miles pending



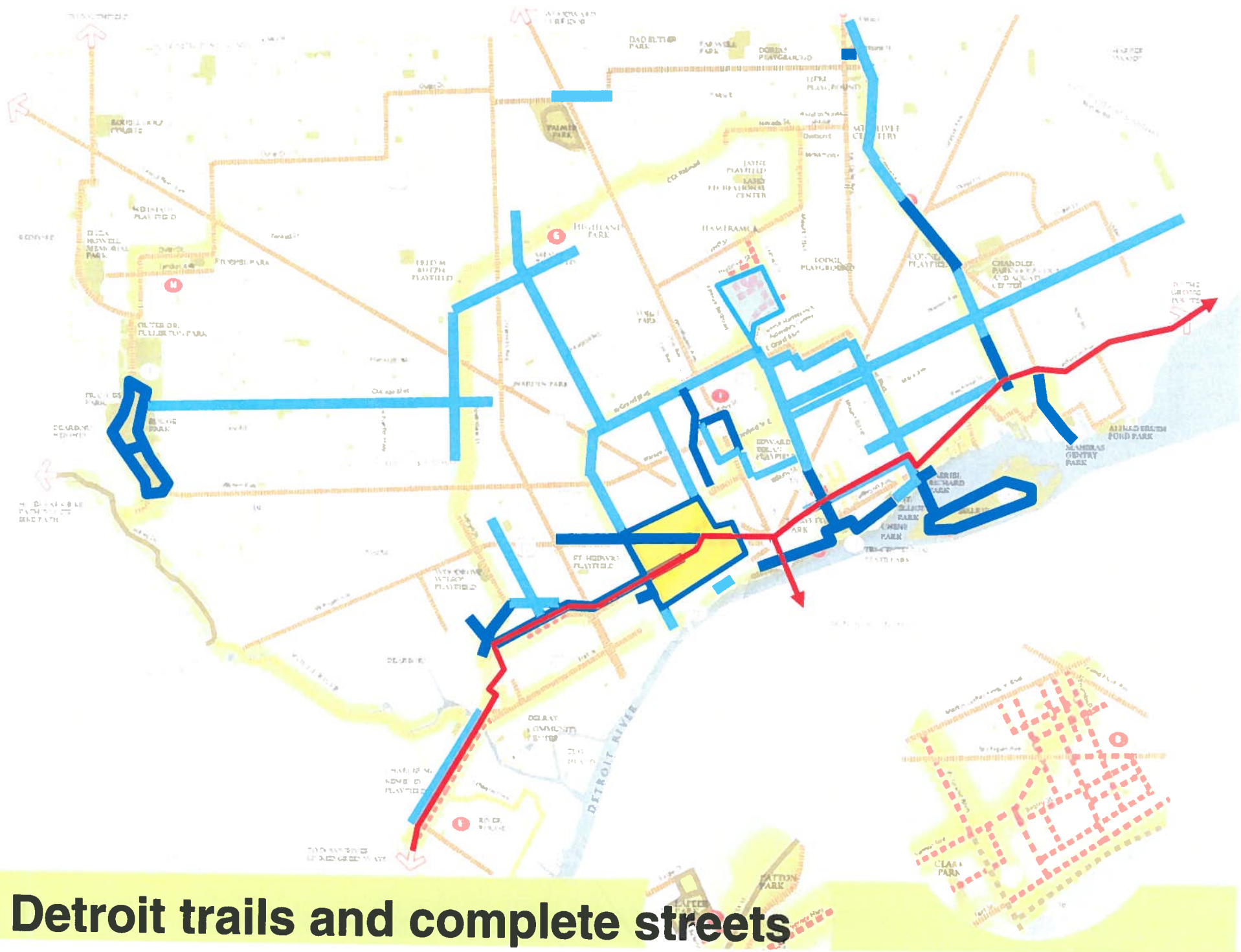
# Other Great Lake to Lake Trails Are Possible

- Ludington to Bay City
- Traverse City to Alpena
- Marquette to Manistique
- Ironwood to Escanaba





Top of Michigan Trails  
Great Lake to Lake Trail Route 3



# Detroit trails and complete streets

# Michigan's Iron Belle Trail



Two routes, one great trail.



[www.michigan.gov/dnrtrails](http://www.michigan.gov/dnrtrails)



\*\* The illustrated hike and bicycle trail connections will rely upon partnership opportunities.

March 2011  
Michigan Department of Natural Resources

- Showcases Michigan and its communities
  - 48 Counties
  - 240 Townships
  - 83 Towns/villages
- Links numerous existing trails
- Provides recreation, transportation and economic opportunities

[www.michigan.gov/dnrtrails](http://www.michigan.gov/dnrtrails)

# The Hiking Route



- Follows the North Country National Scenic Trail, starting in the city of Albion (north)
- Traverses the west side of Lower Peninsula
- Borders Lake Superior in the Upper Peninsula
- 1,259 miles
- 69% Existing trails
- 31% to be developed

Albion



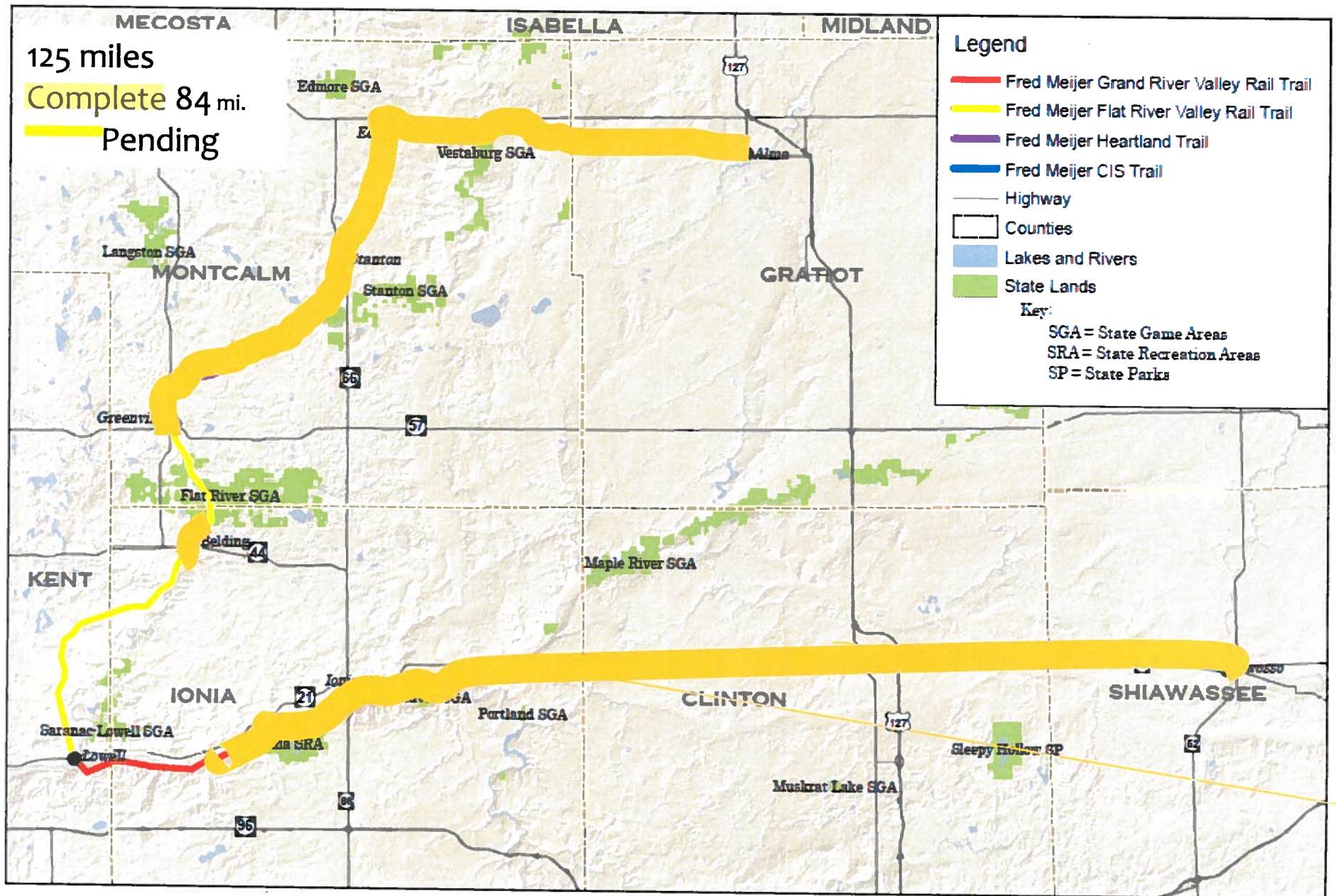
# Biking Route



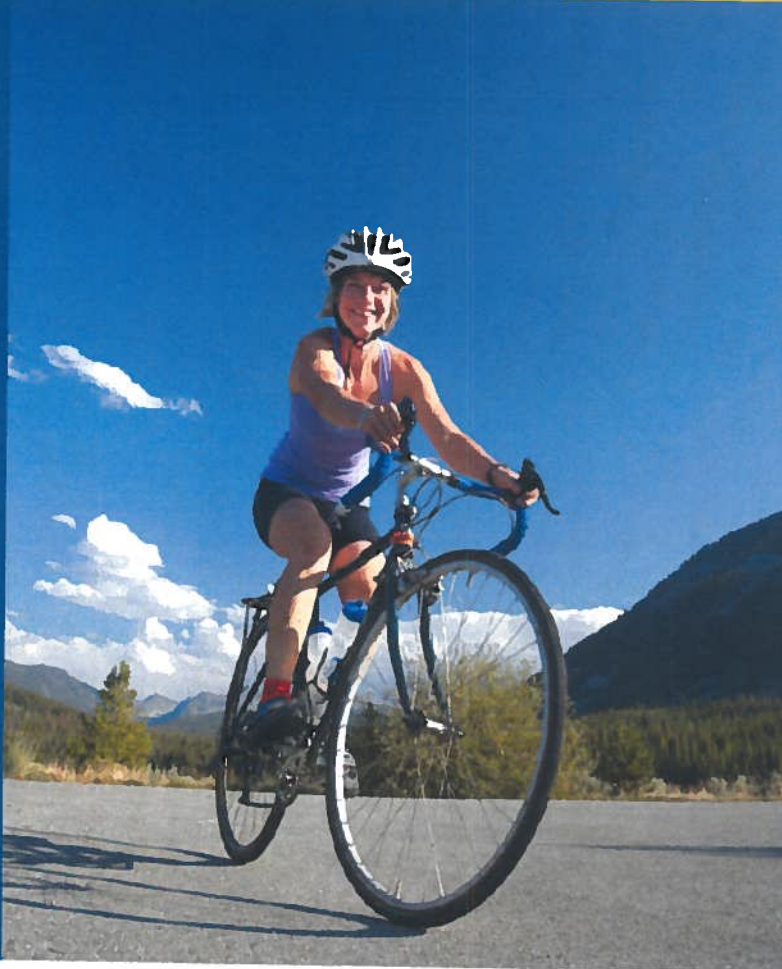
- Uses existing multi-use trails in southern Michigan
- Follows US-2 (federal bike route 10 in the U.P.)
- 774 miles
- 64% existing trails
- 36% to be developed

[www.michigan.gov/dnrtrails](http://www.michigan.gov/dnrtrails)

# MIDWEST REGIONAL RAIL-TRAIL NETWORK



Add to that the National Travel Trend →



- *Chadwick, Martin & Bailey travel trends:*

*Active vacations*

*Sustainable travel*

*Experiential travel*

- *New York Times Travel Magazine (March 2010):*

*50% of American travelers want a culturally authentic experience*

# Over half of Bike Touring Public are Comfort Cyclists

- \* Tend to be older (sweet spot= 50-64)
- \* Spend an average of \$75 to \$100+/day
- \* Prefer motel, hotel, B&B
- \* May travel less than 50 miles per day to stay in desired locales
- \* They prioritize historic preservation, unique sense of place and great customer service
- \* May wrap in other tourism attractions and shopping into their trip and stay longer
- \* Prefer green travel linkages – train, bus
- \* Highly Educated
- \* Higher Discretionary Income





## *Financials*

- *WI -- \$534 million from out-of-staters for cycling (out of \$1.5 billion total for cycling)*
- *Quebec -- \$160 million annually along La Route Verte – for hospitality alone*
- *MN -- \$427 million for recreational road and mountain biking – sizable chunk for tourism*
- *Great Allegheny Passage – \$40.6 million gross revenue in 2008. Tracked \$98/day spending by overnight cyclists.*
- *CO – nearly \$200 million for summer biking in ski country*
- *NC – Nine-fold return on Investment: \$6.7 million in infrastructure = \$60 million in economic impact*

How Other States Have  
Benefitted



*Lanesboro, MN (just 800 people)  
\$25 million*

# But We Need Marketing . . .

## DNR Trail Demonstration Project – Marquette, MI:

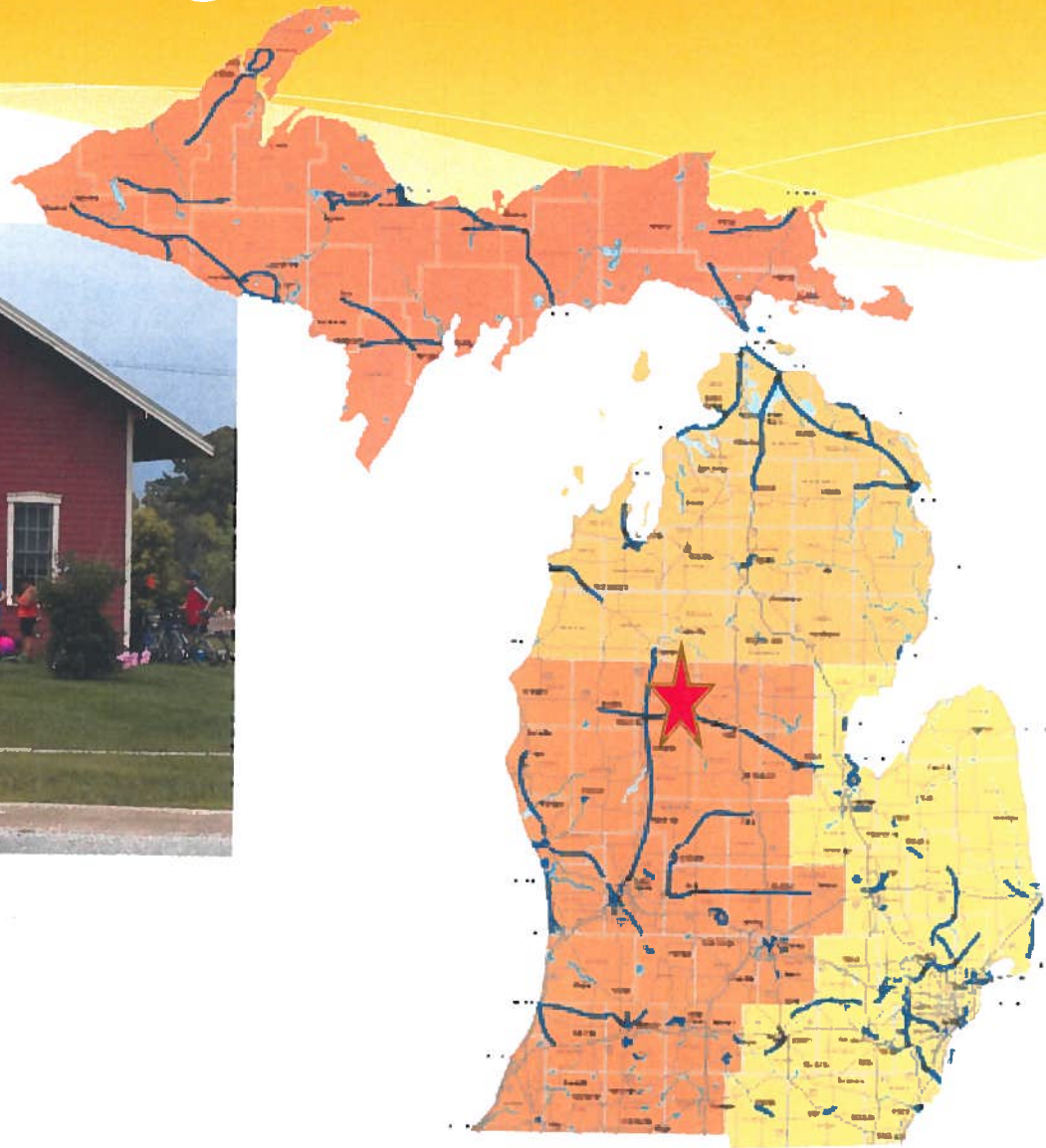
- Coming this Summer: An electronic portal for trails information and related amenities be developed so that visitors can access needed information

## It needs to be statewide

- A robust marketing program which engages citizens and visitors in the state's vast array of trail opportunities

## And Prominent on the Travel Michigan Website

# Pure Michigan Trail Towns



# Pure Michigan Trail Towns

Pere Marquette Trail  
Midland to Reed City – Paved 68 miles



## Lake Station Trailhead

- Between Farwell & Evart
- Pure Michigan campaign helped to get them started
- Lake Depot Restored
- Coal tower is a historic site
- Eagle Scout work on Caboose
- Native plantings
- Street lighting

# What Oregon Has Done

*"Oregon has identified road cycling and mountain biking as a key strategy for economic growth through tourism."*

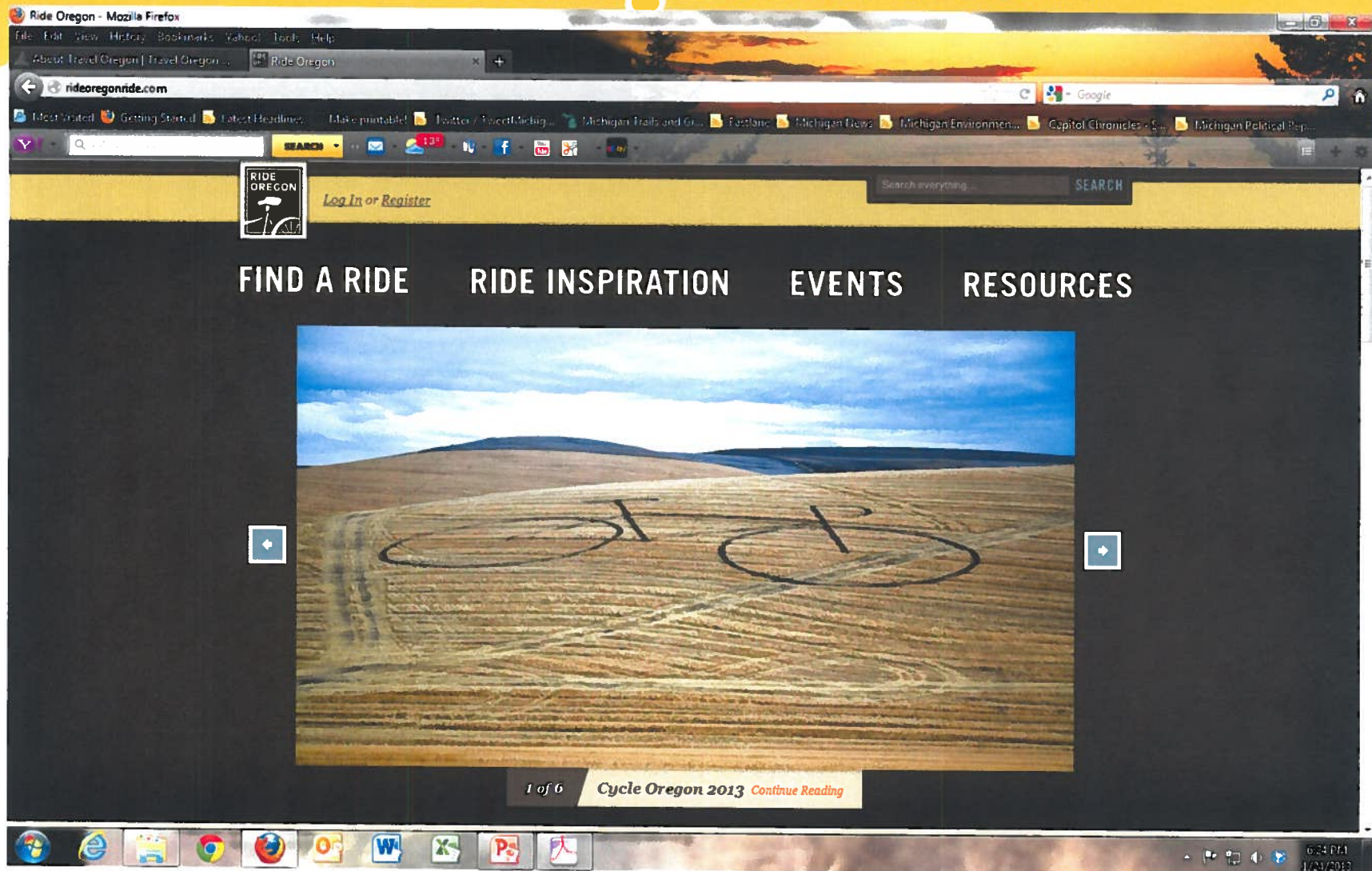
Holly Macfee, Vice President  
Global Brand Strategy  
Travel Oregon



Ride Oregon Ride

video: <http://www.youtube.com/watch?v=-a-r68dy4ls>

# Travel Oregon's RideOregonRide.com





SEE  
-AND-  
DO

TRIP  
IDEAS

CITIES  
-AND-  
REGIONS

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TRAVEL  
DEALS

GETTING  
-AROUND-  
OREGON

Oregon Stories

Itineraries

Scenic Byways

Grant's Getaways

Travel Interests

- inspire your Time in Oregon -

## TRIP IDEAS

### - oregon - STORIES



#### Winter Treasure Hunts

written by [Eileen Garvin](#) on January 16, 2013

### - grant's - GETAWAYS



#### Rainy Day Hikes

January 18, 2013

#### Waterfall Wanderings

January 11, 2013

#### Ice Age Tonquin Trail

January 4, 2013

### - featured - ITINERARIES



#### Over the River in Portland

located in Portland, Greater Portland





Oregon's innovative Scenic Bikeways program offers the very best of Oregon's scenic, historic, natural and cultural experiences – from the seat of a bike. [Learn more about the Oregon Scenic Bikeways program.](#)

#### **Blue Mountain Century Scenic Bikeway**

Duration: 2 days Length: 109.4 miles

#### **Covered Bridges Scenic Bikeway**

Duration: 1 day or less Length: 37.8 miles

#### **Grande Tour Scenic Bikeway**

Duration: 3 days Length: 134.5 miles

#### **McKenzie Pass Scenic Bikeway**

Duration: 1 day or less Length: 36.1 miles

#### **Metolius Loops Scenic Bikeway**

Duration: 1 day or less Length: 29.5 miles

#### **Old West Scenic Bikeway**

Duration: 3 days Length: 174.7 miles

#### **Sisters to Smith Rock Scenic Bikeway**

Duration: 1 day or less Length: 36.9 miles

#### **Twin Bridges Scenic Bikeway**

Duration: 1 day or less Length: 36.3 miles

#### **Willamette Valley Scenic Bikeway**

Duration: 4 days Length: 132 miles

## FIND A RIDE

Enter a Location

Examples: Portland or 555 State St. Salem 55025

Select a Ride Type



Trails  
Off-road  
often dirt



Road Routes  
Paved roads  
or paths

Search Rides

## FEATURED RIDES

### Road Routes



#### **Sweet Creek Falls**

Length: 50.1 miles  
Difficulty: Moderate



#### **Windmills and Wheat Fields**

Length: 82 miles  
Difficulty: Challenging



#### **McKenzie Pass**

Length: 36.1 miles  
Difficulty: Challenging

### Trails



#### **Gnat Creek**

Length: 8 miles  
Difficulty: Moderate



#### **McKenzie River Trail**

Length: 26 miles  
Difficulty: Challenging



#### **North Umpqua Trail (The NUT)**

Length: 79 miles  
Difficulty: Challenging

rideoregonride.com/trails/gnat-creek/



6:25 PM  
1/24/2013

# Travel Michigan Should Play a Huge Role

## “Bicycle-related” and other “Trail-Related” Marketing

### Needs:

Bike-touring Pure Michigan Ad

Stand-alone Bike touring website

Feature sample trail itineraries

Put together packages including trails

# Potential Collaboration

A “Trail Town” Program in communities is in future DNR plans, but need \$\$

- Organize a main street style committee
- Promotion campaign
- Design trail enhancements
- Entrepreneurial Assistance

# Thank you!!

Nancy Krupiarz  
Michigan Trails and Greenways Alliance  
[nancy@michigantrails.org](mailto:nancy@michigantrails.org)  
517-485-6022

